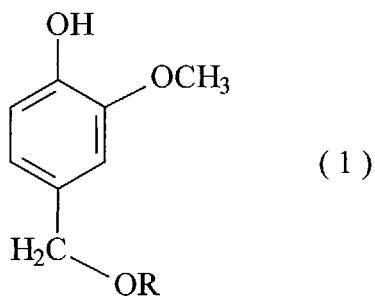


ABSTRACT

A flavor enhancer which comprises a vanillyl alcohol derivative represented by the general formula (1):



(wherein R represents an alkyl group having 1 to 6 carbon atoms) and/or a formed product of the vanillyl alcohol derivative; a method of flavor enhancement for foods or beverages which comprises using the flavor enhancer; and a food or beverage containing the flavor enhancer.